

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 10/8/2013

**GAIN Report Number:** IN3115

## India

**Post:** New Delhi

### 1st Assam International AGRI HORTI Show 2014

**Report Categories:**

Promotion Opportunities

Trade Show Announcement

Fresh Fruit

Vegetables

Food Processing Ingredients

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**Report Highlights:**

1<sup>st</sup> Assam International AGRI HORTI Show 2014 will be held on January 8-12, 2014, in Guwahati, Assam, India. The AGRI HORTI Show 2014 is organized by Directorate of Horticulture & Food Processing, Department of Agriculture, Government of Assam, and Assam Agricultural University, in association with the Indian Chamber of Commerce (ICC).

## **General Information:**

1<sup>st</sup> Assam International AGRI HORTI Show 2014 will be held on January 8-12, 2014, at College of Veterinary Science Playground, Khanapara, Guwahati, Assam, India. It is the first ever international exposition organized in Assam for innovation and inspiration in horticulture, floriculture, agriculture, food and allied sectors.

The five-day platform will feature speakers on various aspects related to policy, consumer preferences, and innovations in the agricultural sector in general and addressing topical critical issues of agriculture, horticulture and floriculture sectors in particular.

The target participation includes farmers, national and international buyers, government, industry, academia and various policy agencies.

Organizers of the AGRI HORTI Show 2014 are the Directorate of Horticulture & Food Processing, Department of Agriculture, Government of Assam, and Assam Agricultural University, with support from the Indian Chamber of Commerce (ICC).

## **Highlights of the Show**

- International participation – from countries such as Israel, Netherlands, Canada, Thailand, Cambodia, ASEAN member states, and Europe
- Seminar: addressing topical horticultural, floriculture, agriculture issues
- Theme Pavilions: on floriculture, apiculture, citrus fruits, medicinal plants etc.
- Innovation Award: for innovations in the fields of technology and green crops
- Horti Houses: Special greenhouse pavilions focusing on themes including technology and greenhouse and landscape construction
- Farmers Meet: Four-day farmers' meet during the program aiming at the development and better livelihood of the farmers
- B2B Meetings and Buyer-Seller Meets: Buyer-seller meet between government / private sellers and national and international buyers
- Concurrent Shows: Floral parade and traditional cultural show

## **Objectives and Scope**

1. To exhibit latest research and development advancements in agricultural and horticulture production and technology in the world
2. To promote and raise awareness of agri and horti products of Assam and build brand Assam in the global map
3. To promote Assam as an ideal sourcing destination for agri and horti products globally
4. Bring together farmers, government, industry, academia and various policy agencies on a common platform
5. Capacity building of farmers and entrepreneurs through seminars, workshop and Buyer-Seller Meets, to create awareness of various schemes of Assam India governments
6. To attract national and international investments in agribusiness in Assam

7. Network with institutions and universities (R&D and Academia) globally to provide technical support in industry led collaborative projects
8. To explore prospective venture capitalist investments in agro-food processing and horticulture
9. To provide a platform to explore mutually beneficial business opportunities and build partnerships and alliances
10. Forge global partnerships between nations by highlighting common priorities
11. To explore emerging opportunities in agro food processing, horticulture and floriculture
12. Expanding the number of markets for diversified and value added agro processed and horticulture products
13. Make prospective investors and policy makers aware of emerging opportunities

## **Exhibitors Profile**

- Fresh fruits & vegetables, horticultural produces
- Farm machinery & equipment
- Greenhouse technology
- Agri biotechnology / tissue culture
- Fertilizer, pesticide & insecticide exporter / importer / trader
- Precision farming products
- Storage equipment / packaging solutions
- Exporters, importers, traders
- Soil testing equipment / IT services
- Seeds & seedlings
- Agri-business consultants
- Horticulture suppliers, gardening tools / lab equipment
- Floriculture companies
- Organic produces
- Post harvest handling equipment
- Drip irrigation system suppliers
- Spraying system suppliers
- Coco peat products
- Growth regulators and stimulants
- Landscape products and other related industry, gardening & horticulture suppliers
- Processed flowers / flower processing companies
- Irrigation systems manufacturers /exporter / traders
- Climate control & automation equipment
- Planting material / seeds / lab equipments
- Nodal government agencies / department
- Pump & pipes manufacturers
- Herbal & medicinal plants exporters / importer / traders
- Financial institutions / banks
- Retailers, exporters, importers & traders
- Food processing technology & services
- Packaging technology & services
- Grading & sorting machinery
- Wrapping, sealing & lamination equipment
- Bulk buyers / retailers

- Cleaning equipment
- Elevator / conveyors / rotary separators
- Cold chain equipment, cold room & refrigeration appliances
- Perishable cargo handling
- Retailers, supermarkets and cash & carry
- Weighing equipment & services
- Overseas buyers in all above categories

### Stall Rental

- *Priority location* stall with complete infrastructure 9 square meters – INR 6,500 per square meter
- *Corner stall* with complete infrastructure 9 square meters – INR 5,000 per square meter
- *General location* stall with complete infrastructure 9 square meters – INR 4,000 per square meter
- *Bare space* with only platform outside air-conditioned hall 36 square meters – INR 1,500 per square meter

Complete stall infrastructure includes:

- 9 square meter Octanorm stall with carpet
  - Two chairs
  - Facia with company name
  - One Octanorm table
  - Three spot lights
  - One plug point
- ✓ Service Tax charged @ 12.36%
  - ✓ 100% payment to be made before the event
  - ✓ All payments to be made by demand draft/check, favoring Indian Chamber of Commerce payable at Kolkata, India in INR or USD; or by bank transfer in USD.

### Sponsorship Options, in INR

Corporates		States		Countries	
Platinum	700,000	Event partner	1,200,000	Partner country	500,000
Diamond	500,000	Lead partner	1,000,000	Associate partner country	300,000
Gold	300,000	Principal partner	800,000		
Silver	200,000	Associate partner	500,000		
Associate	100,000	Exhibiting state	300,000		

**Contact information for Sponsorship and Participation:**

Indian Chamber of Commerce

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